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Consumer

PURCHASES OF FRUITS AND JUICES

In this Issue:

Announcement of Expanded Consumer Panel
and Revision of Household Purchases Data,
1952-53 and 1953-54 Marketing Seasons

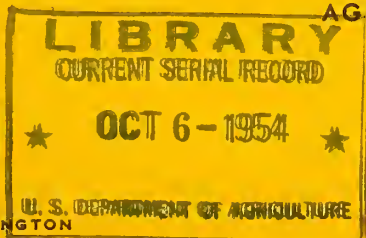
in July
1954



UNITED STATES DEPARTMENT OF AGRICULTURE
AGRICULTURAL MARKETING SERVICE

WASHINGTON 25, D. C.

Sept. 1954



PREFACE

This report presents estimated total consumer purchases of fresh citrus fruits, canned juices, and frozen concentrated juices and ades. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 5,800 household consumers.

The reports are issued as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

Based on data collected by the Market Research Corporation of America, under contract with the U. S. Department of Agriculture.

CONSUMER PURCHASES OF FRUITS AND JUICES
IN JULY 1954

The data in this report represent estimated total purchases by household consumers only and do not include those by restaurants, hotels, hospitals, or other institutional outlets. Data for single months are for 4-week periods (28 days) only, in order to permit comparisons between periods of equal length.

SUMMARY

Beginning with this issue, the data on U. S. consumer purchases of fruits and juices are based on reports from an expanded nationwide consumer panel of approximately 5,800 families. Reports from this panel replace those from the previous sample of 4,300 families. The nature and purpose of the revised series are discussed in the supplement included as a part of this report.

Household purchases of oranges and orange products in July were equivalent to almost 5,500,000 boxes of fresh fruit, slightly more than the revised figure for July 1953. An increased rate of purchases of frozen concentrated orange juice more than offset a decline in purchases of fresh oranges and canned single-strength orange juice.

Consumers paid considerably more for California-Arizona oranges than in July a year earlier, while Florida oranges were somewhat lower. For the first time this season, consumer prices of frozen concentrated orange juice edged above the levels of a year ago.

Consumer purchases of canned single-strength orangeade in July neared the half-million case mark attained in August 1953. A 46-ounce can of orangeade was about 5 cents cheaper than single-strength orange juice in retail stores, a factor which often stimulates purchases of this product.

Householders' purchases of grapefruit and canned single-strength grapefruit juice, on a fresh equivalent basis, were more than a fourth larger than in July 1953. A sharp decline in prices of Florida grapefruit was accompanied by substantially larger purchases, which accounted for most of the gain.

Purchases of orange-grapefruit blended juice in July continued below the level of a year ago. Prices paid by consumers remained almost unchanged.

The volume of pineapple juice bought was also below last year's level, with prices slightly higher. Tomato juice purchases remained almost the same although retail prices were sharply higher than in July 1953.

Consumer purchases of fresh lemons in July were larger than a year ago. Purchases of frozen concentrate for lemonade and shelf-pack lemonade leveled off to about the same amount as in July last year. Canned lemon juice purchases were somewhat smaller. Prices paid were lower for fresh lemons and frozen concentrate for lemonade, but were up somewhat for lemon juice. Prices for shelf-pack lemonade remained about the same.

FROZEN JUICES AND ADES

Householders in July 1954 reported buying about a sixth more frozen concentrated orange juice than a year ago--a continuation of the increased rate of purchases that has characterized the season to date. Purchases in July totaled an estimated 4,600,000 gallons (fig.4).

The large purchases of frozen orange juice were reported even though prices for the first time this season edged above the levels of a year ago (table 2). In other recent months, prices averaged 1 to 2 cents per 6-ounce can below the corresponding months of last season.

About as many families--31 percent of the total--bought frozen orange juice as in March when prices averaged the lowest for the season. For the 1953-54 season through July, there has been a slight increase in the number of families making monthly purchases of frozen orange juice, compared with earlier seasons.

Purchases of frozen concentrated grape juice by household consumers were slightly larger in July than in the same month last year, and showed a seasonal gain (table 2). The percentage of families buying in July was about the same as a year earlier.

Following a sharp increase in purchases of frozen concentrated lemonade by household consumers in June, purchases in July leveled off to about the same amount as in the corresponding month last year (table 2). The percentage of families purchasing lemonade was up slightly from July 1953, and the average purchase per buying family also was slightly more than a year earlier. Prices were slightly lower.

Purchases of shelf-pack lemonade amounted to about the same volume as in July last year. This also represented a leveling off of purchases from the preceding month. Prices for the ade were up slightly from June but were about the same as in the summer of 1953 (table 2).

During the period of May through July, consumer purchases of canned single-strength orangeade exceeded those of the same months last year. Purchases in July were near the half million cases mark attained in August of 1953 (table 1). At an average of about 27 cents per 46-ounce can, this ade was about 5 cents a can cheaper than single-strength orange juice in retail food stores.

Volume of householders' purchases of frozen orangeade continued to be rather negligible (table 2). Too few families bought to permit any conclusions as to whether there has been any particular change in the purchase rate.

Consumer reports in July continued to indicate that householders were buying somewhat less shelf-pack concentrated orangeade than in the spring and summer of last year.

CANNED JUICES

Total household purchases of canned single-strength juices in July were slightly less than in this month a year ago. Larger purchases of grapefruit juice were more than offset by smaller purchases of other canned juices. Higher prices prevailed for all juices with the exception of grape and grapefruit juices.

Consumer buying of canned single-strength orange juice continued to be down from July a year earlier, about 9 percent, and prices paid were up 2 cents a 46-ounce can (fig. 6).

Household purchases of canned single-strength grapefruit juice rose about 12 percent in July compared with last year. Purchases averaged about 2-1/4 of the 46-ounce cans per buying family compared with about 2 cans in July a year ago (table 1). Consumers reported paying about 24 cents a can--down almost 3 cents from a year earlier.

Consumer purchases of orange-grapefruit blended juice in July dropped about 12 percent compared with last year. The average volume purchased by buying families was down only slightly (table 1). Prices paid were almost unchanged from a year earlier.

Householders' purchases of canned and bottled lemon juice in July were about a fifth below purchases in that month a year ago. A little more than 5 out of 100 families bought canned or bottled lemon juice during the month, which was somewhat less than a year earlier (table 1). Purchases per buying family also averaged lower than a year ago. Prices paid averaged about 14 cents per 5-1/2-ounce can, compared with 12 cents last July.

Consumer buying of pineapple juice in July was down about 15 percent compared with July 1953. Prices paid by consumers were slightly higher than in July last year. Only 13 families per 100 bought pineapple juice during July, compared with 16 families a year ago (table 1).

Household purchases of tomato juice in July remained at almost the same level as in July last year. A 46-ounce can of tomato juice in July 1954 cost the consumer 9 cents more than in July a year ago.

FRESH FRUIT

Household purchases of fresh oranges in July were down about a fifth from purchases a year ago. Purchases of grapefruit and lemons each were up from last July. Consumers continued to pay increasingly higher prices for oranges, while prices paid for grapefruit and lemons were lower.

Householders bought about a fifth more Florida oranges during the month but purchases of California-Arizona oranges were down more than a third from last year (fig. 7).

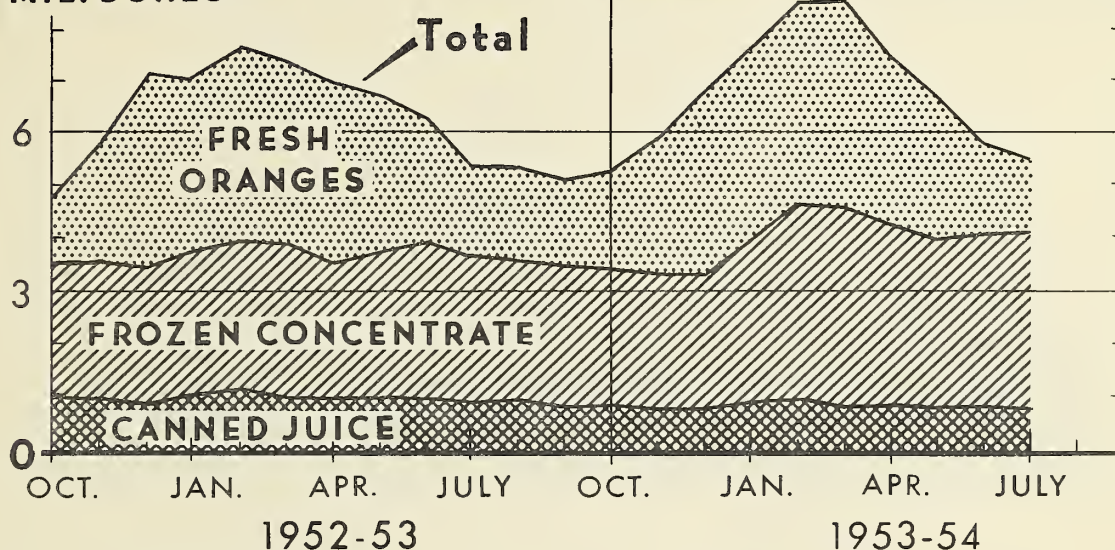
Prices paid for fresh oranges were 10 cents a dozen higher compared with last July. Consumers paid an average of 51 cents a dozen for California-Arizona oranges, almost 12-cents more than last year, and 50 cents a dozen for Florida oranges, up almost 2 cents. Fresh oranges were bought by about 27 percent of all families during the month compared with 32 percent a year ago (table 3).

Consumer purchases of fresh grapefruit in July were almost three-fifths larger than in July 1953. Florida grapefruit accounted for most of this gain. Consumers reported paying about 28 cents a dozen less for Florida grapefruit than in July a year ago and the average purchase per buying family amounted to about 7 grapefruit, about the same as in last July (table 3).

Consumer purchases of fresh lemons in July were up about a fifth from July last year. Purchases were made by 37 out of a hundred families, buying an average of 8 lemons each compared with 7 lemons each a year ago. Prices paid averaged 43 cents a dozen, about 4 cents lower than in July last year.

PURCHASES OF ORANGE PRODUCTS BY CONSUMERS

MIL. BOXES*



* FRESH ORANGE EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 4-54 (8) AGRICULTURAL MARKETING SERVICE

Figure 1

Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1952 to date
(revised data 1/)

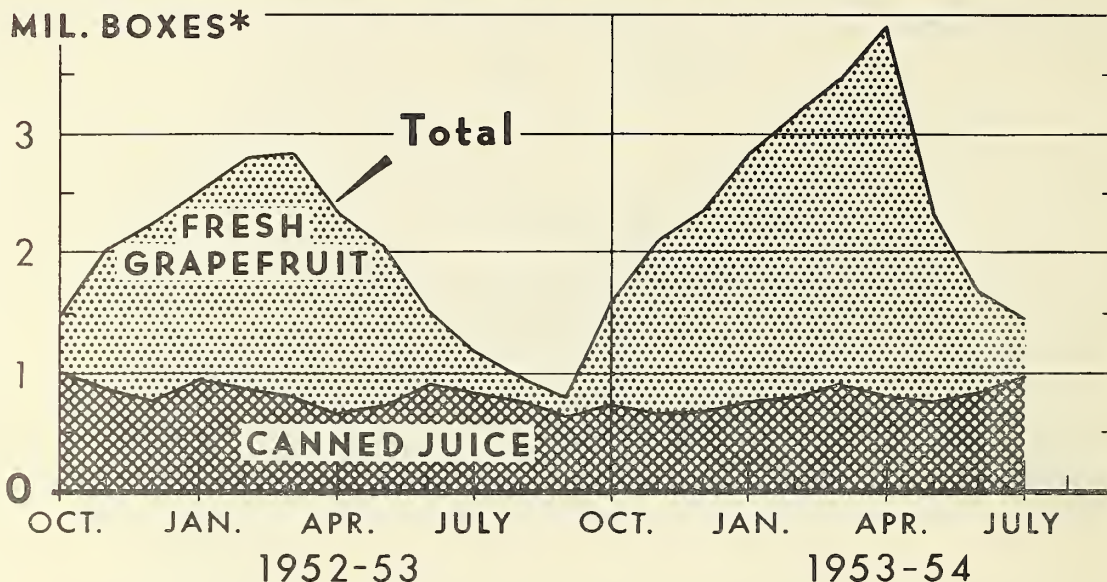
Period	Fresh oranges		Frozen concentrated orange juice		Canned single- strength orange juice 2/		Total	
	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	1,825	1,287	2,633	2,576	809	945	5,267	4,808
November	2,626	2,287	2,559	2,614	773	951	5,958	5,852
December	3,459	3,701	2,591	2,553	773	862	6,823	7,116
October -December 3/	6,552	7,922	8,367	8,331	2,556	2,965	19,475	19,218
January	3,383	3,220	3,326	2,764	891	1,014	7,600	6,998
February	3,702	3,610	3,843	2,824	955	1,158	8,500	7,592
March	3,808	3,468	3,885	2,920	828	961	8,521	7,349
October-March 3/	20,371	19,059	20,486	17,598	5,491	6,395	46,348	43,052
April	3,096	3,380	3,459	2,598	862	933	7,417	6,911
May	2,585	2,946	3,285	2,796	794	965	6,664	6,707
June	1,632	2,336	3,336	2,992	821	963	5,789	6,291
October-June 3/	28,215	28,352	31,396	26,626	8,220	9,494	67,831	64,472
July	1,293	1,656	3,399	2,823	795	884	5,487	5,363
August		1,673		2,692		937		5,302
September		1,543		2,690		815		5,048
Season 3/		33,655		35,515		12,373		81,543

1/ Description and purpose of revised data series presented in supplement section of this report.

2/ These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh oranges.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF GRAPEFRUIT PRODUCTS BY CONSUMERS



* FRESH GRAPEFRUIT EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 5-54 (8) AGRICULTURAL MARKETING SERVICE

Figure 2

Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit,
October 1952 to date, (revised data ^{1/})

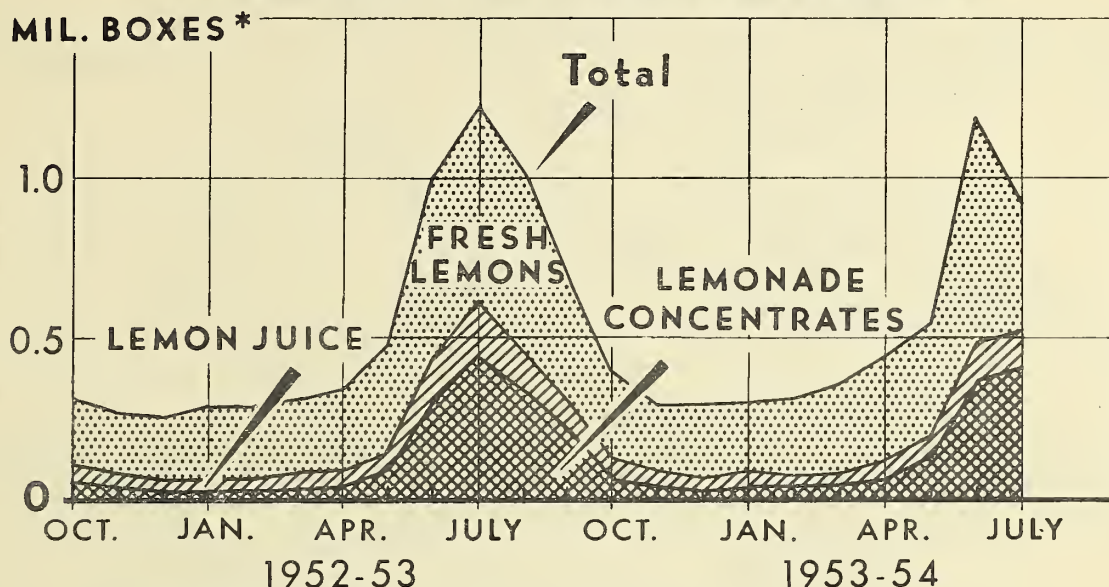
Period	Fresh grapefruit		Canned single-strength grapefruit juice ^{2/}		Total	
	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53
	boxes	boxes	boxes	boxes	boxes	boxes
October	836	496	724	1,003	1,560	1,499
November	1,411	1,130	665	877	2,076	2,007
December	1,688	1,447	676	788	2,364	2,235
October-December ^{3/}	4,331	3,405	2,191	2,914	6,522	6,319
January	2,092	1,551	745	951	2,837	2,502
February	2,382	1,907	802	888	3,184	2,795
March	2,579	2,019	915	813	3,494	2,832
October-March ^{3/}	12,027	9,369	4,871	5,808	16,898	15,177
April	2,122	1,684	811	669	2,933	2,353
May	1,561	1,317	767	728	2,328	2,045
June	826	625	842	902	1,668	1,527
October-June ^{3/}	16,858	13,204	7,431	8,317	24,289	21,521
July	442	278	989	830	1,431	1,108
August		233		761		994
September		193		627		820
Season ^{3/}		13,943		10,723		24,666

^{1/} Description and purpose of revised data series presented in supplement section of this report.

^{2/} These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh grapefruit.

^{3/} The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF LEMON PRODUCTS BY CONSUMERS



* FRESH LEMON EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 6-54 (8) AGRICULTURAL MARKETING SERVICE

Figure 3

Consumer purchases of lemon products, equivalent boxes of fresh lemons, October 1952 to date

(revised data 1/)

Period	Fresh lemons		Lemon juice 2/		Concentrate for lemonade				Total	
					Frozen		Total 3/			
	1953-54 ⁴	1952-53 ⁴	1953-54 ⁴	1952-53 ⁴	1953-54 ⁴	1952-53 ⁴	1953-54 ⁴	1952-53 ⁴	1953-54 ⁴	1952-53 ⁴
	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
October	274	219	54	56	64	41	67	44	395	319
November	213	193	47	48	39	28	41	30	301	241
December	232	199	43	41	25	19	26	21	301	261
October-December 4/	774	665	153	155	135	92	141	99	1,068	919
January	223	220	49	47	29	21	32	25	304	292
February	246	229	42	39	27	24	32	28	320	296
March	278	240	50	46	33	30	35	34	363	320
October-March 4/	1,591	1,412	308	300	231	172	248	193	2,147	1,905
April	321	254	60	43	55	41	61	47	442	344
May	352	322	67	60	124	90	135	98	554	480
June	706	575	119	140	346	283	378	301	1,203	1,016
October-June 4/	3,078	2,688	577	563	828	623	897	679	4,552	3,930
July	738	616	120	169	373	421	399	453	1,257	1,238
August		552		131		311		335		1,018
September		351		93		197		213		657
Season 4/		4,337		990		1,633		1,767		7,094

1/ Description and purpose of revised data series presented in supplement section of this report.

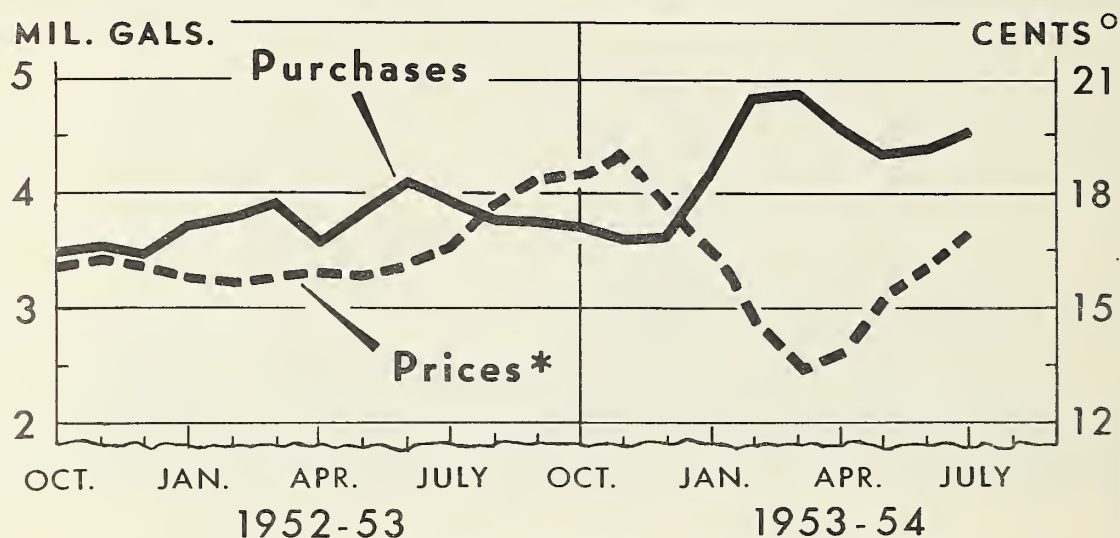
2/ Includes canned single-strength lemon juice and small quantities of frozen single-strength juice.

3/ Includes shelf pack lemonade base.

4/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



*PRICES PAID BY HOUSEHOLD CONSUMERS

⁰PER CAN OF 6 OUNCES

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 7-54 (8) AGRICULTURAL MARKETING SERVICE

Figure 4

Frozen concentrated orange juice: Consumer purchases and average price paid, October 1952 to date, (revised data ^{1/})

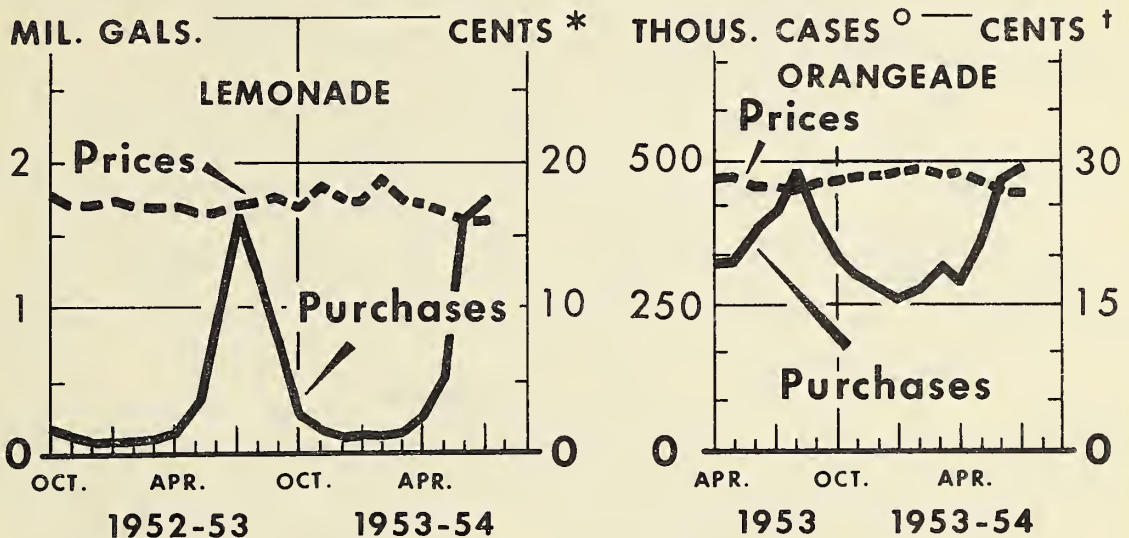
Period	Purchases		Average price per 6 oz. can	
	1953-54	1952-53	1953-54	1952-53
	<u>1,000 gallons</u>	<u>1,000 gallons</u>	<u>Cents</u>	<u>Cents</u>
October	3,688	3,476	18.6	16.1
November	3,584	3,528	19.1	16.3
December	3,629	3,445	17.7	16.1
October-December ^{2/}	11,718	11,242		
January	4,189	3,705	16.5	15.8
February	4,840	3,786	14.6	15.7
March	4,893	3,914	13.4	15.8
October-March ^{2/}	26,981	23,665		
April	4,570	3,559	13.8	16.0
May	4,339	3,830	15.1	15.9
June	4,407	4,098	16.2	16.1
October-June ^{2/}	44,393	36,031		
July	4,556	3,954	16.9	16.6
August		3,770		17.7
September		3,767		18.4
Season ^{2/}		48,479		

^{1/} Description and purpose of revised data series presented in supplement section of this report.

^{2/} The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FROZEN LEMONADE AND CANNED ORANGEADE

Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

* CENTS PER CAN OF 6 OUNCES

° EQUIVALENT CASES OF 24 #2'S

† CENTS PER CAN OF 46 OUNCES

U. S. DEPARTMENT OF AGRICULTURE

NEG. 8-54(8) AGRICULTURAL MARKETING SERVICE

Figure 5

Frozen lemonade and canned single-strength orangeade: Consumer purchases and average price paid, specified months 1952 to date, (revised data 1/)

Period	Frozen lemonade				Canned single-strength orangeade			
	Purchases		Average price per 6 oz. can		Purchases		Average price per 46 oz. can	
	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53
	1,000	1,000			1,000	1,000		
	<u>gallons</u>	<u>gallons</u>	<u>Cents</u>	<u>Cents</u>	<u>cases 2/</u>	<u>cases 2/</u>	<u>Cents</u>	<u>Cents</u>
October	267	167	17.2	17.6	336	3/	28.1	3/
November	162	115	18.4	17.0	295	3/	28.2	3/
December	102	80	17.5	17.0	274	3/	28.3	3/
October-December 4/	559	379			966	737		
January	121	80	17.5	17.3	254	3/	28.8	3/
February	114	94	18.9	17.0	272	3/	29.0	3/
March	139	116	17.4	16.9	317	3/	28.7	3/
October-March 4/	956	689			1,922	737		
April	230	159	17.3	17.1	285	319	28.8	28.0
May	514	350	16.5	16.7	350	321	27.7	28.2
June	1,638	1,096	16.2	16.7	464	372	27.4	27.3
October-June 4/	3,540	2,436			3,150	1,828		
July	1,769	1,630	15.9	17.0	488	406	27.2	27.3
August		1,204		17.3		481		26.9
September		763		17.6		390		27.8
Season 4/		6,353				3,213		

1/ Description and purpose of revised data series presented in supplement section of this report.

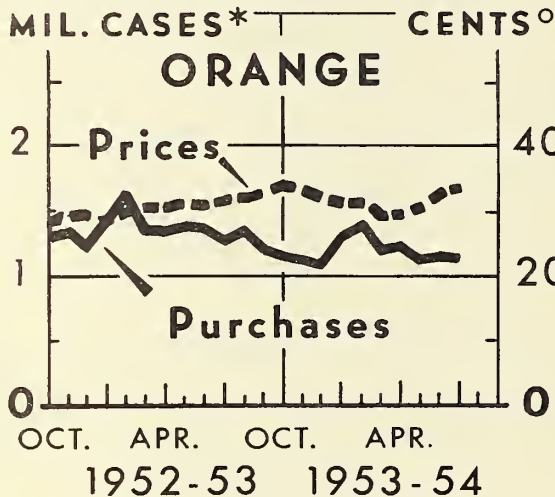
2/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

3/ Not available.

4/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

CANNED CITRUS JUICES

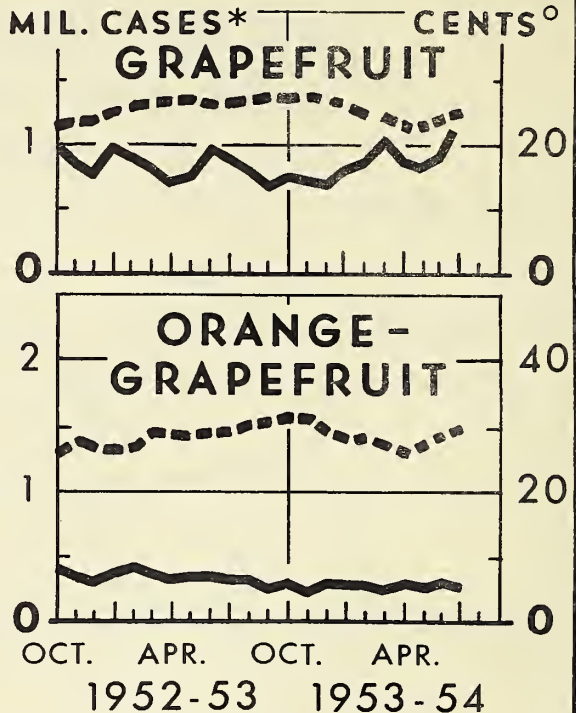
Consumer Purchases
and Prices Paid



*EQUIVALENT CASES OF 24 #2's

°CENTS PER 46-OUNCE CAN

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA



U. S. DEPARTMENT OF AGRICULTURE

NEG. 9-54 (8) AGRICULTURAL MARKETING SERVICE

Figure 6

Canned citrus juices: Consumer purchases and average price paid, October 1952 to date, (revised data 1/)

Period	Orange				Grapefruit				Orange-grapefruit blend			
	Purchases		Average price		Purchases		Average price		Purchases		Average price	
	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53
	1,000 cases 2/	1,000 cases 2/	Cents	Cents	1,000 cases 2/	1,000 cases 2/	Cents	Cents	1,000 cases 2/	1,000 cases 2/	Cents	Cents
October	1,155	1,306	33.4	28.8	764	988	27.1	23.0	295	413	31.8	26.4
November	1,128	1,341	33.3	29.6	721	864	27.6	23.6	233	361	31.6	27.6
December	1,087	1,227	32.2	29.6	695	787	26.9	24.2	314	303	29.4	26.9
October-December 3/	3,618	4,114			2,323	2,846			914	1,159		
January	1,285	1,422	31.7	28.6	804	999	26.1	25.3	300	379	28.1	26.6
February	1,391	1,634	31.3	29.7	880	903	25.2	26.0	294	415	28.5	27.4
March	1,203	1,340	30.1	30.5	1,041	829	23.3	27.0	262	375	26.8	29.2
October-March 3/	7,832	8,943			5,306	5,783			1,852	2,423		
April	1,225	1,332	29.8	30.6	884	695	22.5	27.2	310	323	26.3	29.2
May	1,133	1,368	30.3	30.9	845	756	22.9	27.2	274	352	27.2	29.2
June	1,119	1,364	32.2	31.1	913	278	23.8	26.4	329	353	28.5	29.3
October-June 3/	11,667	13,322			8,119	8,395			2,825	3,543		
July	1,146	1,263	33.5	31.5	1,103	894	24.2	26.8	284	322	29.6	29.4
August	1,133	1,344	32.3	32.3	803	803	27.2	27.2	329	329	27.2	30.5
September	1,192		32.9		677		27.4		240			31.3
Season 3/	17,441				10,971				4,509			

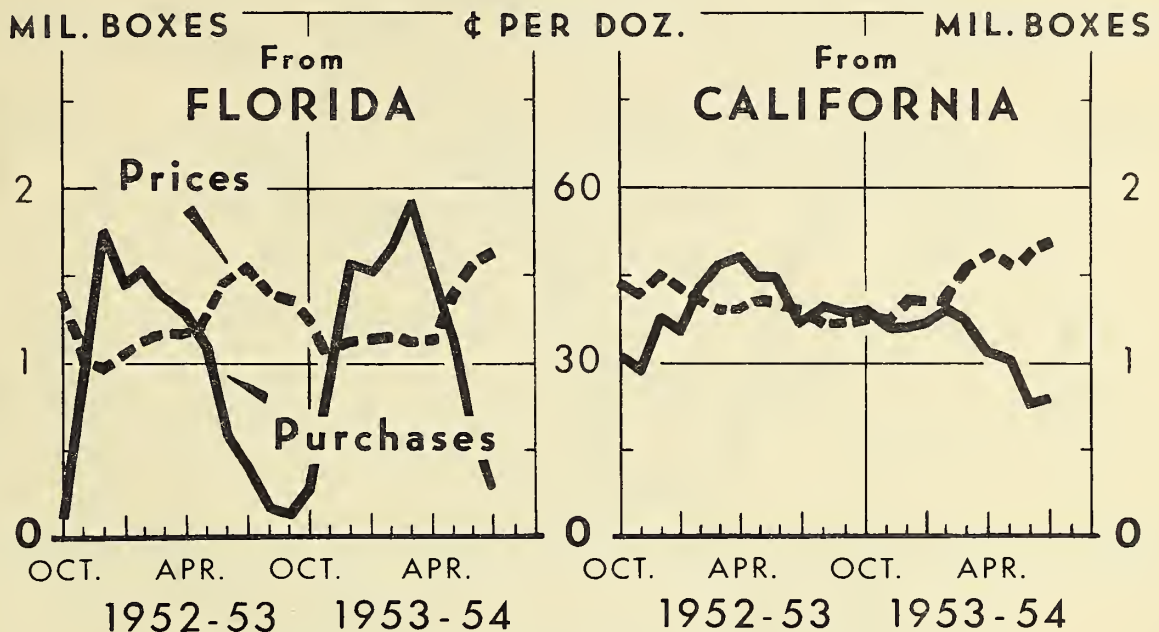
1/ Description and purpose of revised data series presented in supplement section of this report.

2/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FRESH ORANGES

Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 10-54 (8) AGRICULTURAL MARKETING SERVICE

Figure 7

Florida and California-Arizona fresh oranges: Consumer purchases and average price paid, October 1952 to date, (revised data ^{1/})

Period	Florida				California-Arizona			
	Purchases		Average price per dozen		Purchases		Average price per dozen	
	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents
October	267	131	37.4	42.4	1,317	1,020	37.4	43.3
November	1,001	901	31.9	30.3	1,226	947	36.9	41.7
December	1,578	1,778	33.2	29.3	1,227	1,254	41.0	45.8
October-December ^{2/}	3,137	3,145			3,999	3,374		
January	1,529	1,446	34.6	31.8	1,236	1,172	40.1	43.2
February	1,671	1,522	34.9	34.1	1,307	1,426	41.7	40.7
March	1,921	1,402	33.4	35.6	1,245	1,578	46.5	39.3
October-March ^{2/}	8,669	7,848			8,128	7,906		
April	1,537	1,281	35.6	35.6	1,061	1,633	48.6	38.9
May	1,166	1,081	41.1	37.0	1,010	1,478	47.1	41.1
June	600	587	47.0	44.3	763	1,476	49.2	40.1
October-June ^{2/}	12,206	11,018			11,167	12,824		
July	291	243	49.7	47.8	806	1,232	50.9	39.2
August		168		42.0		1,314		36.7
September		115		41.3		1,271		37.1
Season ^{2/}		11,587				16,991		

^{1/} Description and purpose of revised data series presented in supplement section of this report.

^{2/} The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

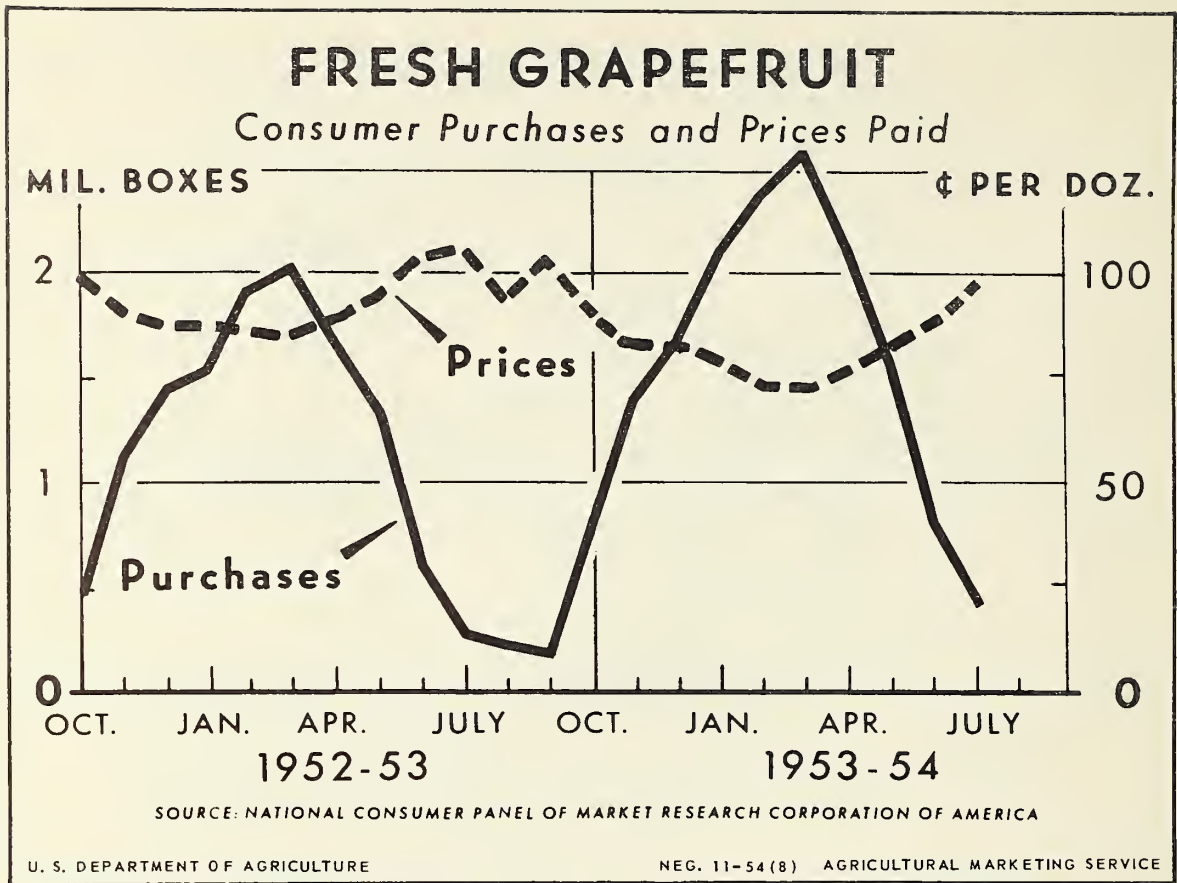


Figure 8

Fresh grapefruit: Consumer purchases and average price paid, October 1952 to date,
(revised data 1/)

Period	Purchases		Average price per dozen	
	1953-54	1952-53	1953-54	1952-53
	<u>1,000 boxes</u>	<u>1,000 boxes</u>	<u>Cents</u>	<u>Cents</u>
October	836	496	91.5	99.0
November	1,411	1,130	83.4	90.8
December	1,688	1,447	82.5	87.3
October-December 2/	4,331	3,405		
January	2,092	1,551	78.2	87.5
February	2,382	1,907	73.9	85.3
March	2,579	2,019	73.4	84.4
October-March 2/	12,027	9,369		
April	2,122	1,684	77.9	88.9
May	1,561	1,317	83.0	95.9
June	826	625	90.0	103.9
October-June 2/	16,858	13,204		
July	442	278	97.9	105.9
August		233		94.0
September		193		103.6
Season 2/		13,943		

1/ Description and purpose of revised data series presented in supplement section of this report.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

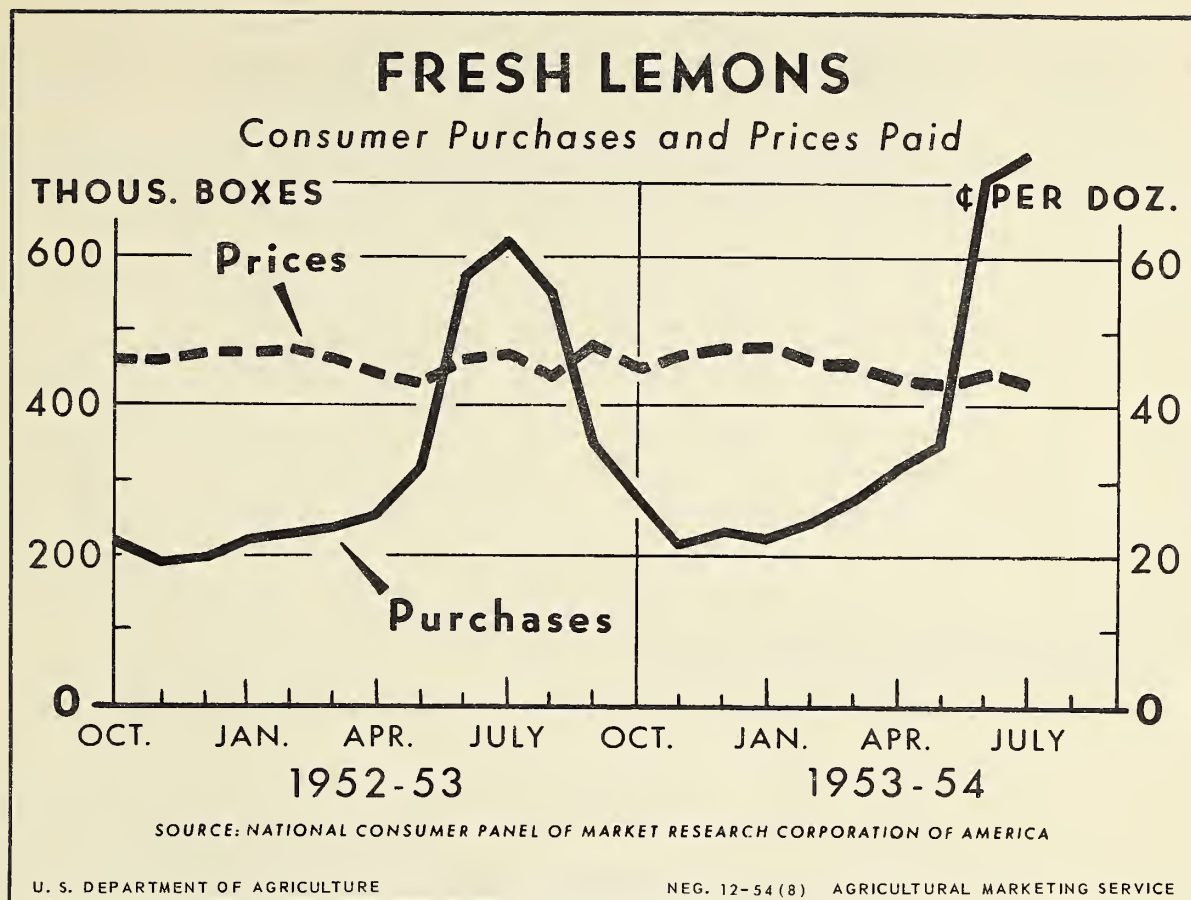


Figure 9

Fresh lemons: Consumer purchases and average price paid, October 1952 to date,
 (revised data ^{1/})

Period	Purchases		Average price per dozen	
	1953-54	1952-53	1953-54	1952-53
	1,000 boxes	1,000 boxes	Cents	Cents
October	274	219	45.8	45.7
November	213	193	46.6	45.3
December	232	199	47.0	46.4
October-December ^{2/}	774	665		
January	223	220	47.5	46.3
February	246	229	46.0	47.2
March	278	240	45.8	45.9
October-March ^{2/}	1,591	1,412		
April	321	254	43.8	43.8
May	352	322	43.7	42.7
June	706	575	44.1	45.6
October-June ^{2/}	3,078	2,688		
July	738	616	42.7	46.8
August		552		43.4
September		351		48.0
Season ^{2/}		4,337		

^{1/} Description and purpose of revised data series presented in supplement section of this report.

^{2/} The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

Table 1.—Canned single-strength juices and ades: U. S. total consumer purchases and average price, July 1954 and 1953 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Unit	Average price per unit	
					Purchases		Quantity per purchase				
	1954	1953 1/	1954	1953 1/	1954	1953	1954	1953		1954	1953
	Percent	Percent	1,000 cases 2/	1,000 cases 2/	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Canned juices											
Orange	11.6	12.9	1,146	1,329	1.7	1.7	52.8	58.4	46	33.5	31.5
Grapefruit	9.8	9.0	1,103	906	1.6	1.6	64.5	59.4	46	24.2	26.8
Orange & gpft. blend	3.0	3.8	284	351	1.4	1.5	56.5	56.7	46	29.6	29.4
Lemon	5.4	7.3	110	173	1.3	1.4	13.5	15.9	5 1/2	13.5	12.1
Grape	5.3	7.0	218	282	1.4	1.4	27.4	29.6	24	36.1	34.1
Pineapple	12.7	14.9	1,094	1,216	1.6	1.6	51.1	49.9	46	31.4	30.7
Prune	6.4	5.6	424	402	1.7	1.8	35.1	36.3	32	34.0	33.6
Tomato	20.0	20.7	1,837	1,914	1.6	1.7	52.4	53.9	46	25.8	25.5
Total 3/	49.4	52.8	6,921	7,358	2.7	2.8	47.5	47.6			
Canned ades											
Orangeade	4.3	4.0	488	417	1.7	1.7	64.4	63.1	46	27.2	27.3

1/ Revised data; description of revised data series given in supplement section of this report.

2/ Equivalent cases of No. 2 cans--432 ounces per case.

3/ Includes other canned single-strength juices.

National Consumer Panel of Market Research Corporation of America.

Table 2.—Frozen concentrated juices and ades: U. S. total consumer purchases and average price, July 1954 and 1953 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Unit	Average price per unit	
					Purchases		Quantity per purchase				
	1954	1953	1/	1/	1954	1953	1954	1953		1954	1953
	Percent	Percent	1,000 gallons	1,000 gallons	Number	Number	Ounces	Ounces		Ounces	Cents
Frozen concentrated juices											
Orange	30.7	31.4	4,556	4,403	2.3	2.3	17.7	17.1	6	16.9	16.6
Grape	6.1	6.7	345	376	1.5	1.4	11.2	10.8	6	21.7	21.0
Other concentrates 2/	3/	2/	266	242	3/	3/	12.8	11.5	6	16.9	17.6
Total	33.3	33.8	5,167	5,021	2.6	2.6	16.7	16.0			
Ade bases											
Frozen											
Concentrate for											
Orangeade	1.2	4/	84	4/	1.3	4/	14.2	4/	6	15.1	4/
Lemonade	17.8	17.1	1,769	1,566	1.8	1.7	15.9	15.0	6	15.9	17.0
Shelf pack											
Lemonade	1.8	2.2	125	123	1.4	1.2	13.4	12.8	6	15.5	15.2
Orangeade	2.8	3.4	244	224	1.7	1.4	14.4	12.8	6	16.5	15.7
Grape	1.2	3/	78	3/	1.5	3/	13.4	3/	6	15.4	3/

1/ Revised data; description of revised data series given in supplement section of this report.

2/ Includes purchases of grapefruit, orange-grapefruit blended, and other frozen concentrated juices.

3/ Information not available.

4/ Too few purchases reported for analysis.

National Consumer Panel of Market Research Corporation of America.

Table 3.—Fresh citrus fruit: U. S. total consumer purchases and average price, July 1954 and 1953 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price per dozen	
					Purchases		Quantity per purchase			
	1954	1953 ^{1/}	1954	1953 ^{1/}	1954	1953	1954	1953	1954	1953
	Percent	Percent	1,000 boxes	1,000 boxes	Number	Number	Number	Number	Cents	Cents
Oranges										
California-Arizona	19.5	23.8	806	1,127	1.8	1.9	11.4	13.0	50.9	39.2
Florida	6.1	5.0	291	256	1.7	1.9	11.0	11.9	49.7	47.8
Unidentified	5.4	5.9	184	250	1.5	1.5	10.8	13.3	47.0	37.4
Total ^{2/}	27.3	32.1	1,293	1,649	2.0	2.1	11.2	12.9	50.1	40.1
Grapefruit										
California-Arizona	3.2	3.2	126	126	1.6	1.6	4.1	4.7	93.1	93.3
Florida	3.7	2.0	154	77	1.7	1.7	3.8	3.4	104.7	133.0
Unidentified	4.3	3.0	152	109	1.4	1.5	4.0	4.0	95.8	106.1
Total ^{2/}	10.5	7.5	442	321	1.7	1.8	4.0	4.1	97.9	105.9
Lemons	36.7	34.9	738	587	1.9	1.8	7.8	7.2	42.7	46.8
Total ^{3/}	52.5	52.1	2,474	2,557	2.7	2.8	8.6	9.4	48.8	45.0

^{1/} Revised data; description of revised data series given in supplement section of this report.

^{2/} Includes small quantity of Texas fruit.

^{3/} Includes small purchases of other citrus fruit.

National Consumer Panel of Market Research Corporation of America.

ANNOUNCEMENT OF EXPANDED CONSUMER PANEL AND
REVISION OF U. S. CONSUMER PURCHASES OF FRUITS AND JUICES DATA
FOR THE PERIOD OCTOBER 1952-JUNE 1954

Beginning with July 1954, the series of data on U. S. consumer purchases of fruits and juices are based on reports from an expanded nationwide consumer panel of approximately 5,800 families. Reports from this panel replace those from the previous sample of 4,300 families. The present expanded sample has been developed in an endeavor to improve the accuracy and usefulness of current reporting of consumer purchases of agricultural products.

In order that the data from the present panel may be compared on a proper statistical basis with those from the previous panel, it was necessary to link the two series of data together and to adjust the old series to the level indicated by the expanded consumer panel. This resulted in a revision of the data on consumer purchases and the percentage of families buying for each of the products reported during the period October 1952-June 1954. In making comparisons between purchases in that period and purchases beginning in July 1954, only the revised data should be used.

The linking of the two series of consumer purchases data was accomplished by tabulating the reports of both consumer panels--the old and new--for a period of months to obtain the relationship between the level of purchases reported by each. Link ratios based on those relationships were obtained for each of the commodities reported by the panels and these ratios were used in adjusting the data for the earlier months. No attempt was made to adjust the prices-paid data or average size of purchases per buying family.

Tables A through F, which follow in this special supplement, present the complete set of the revised figures on estimated U. S. household purchases and the percentage of families buying the major citrus fruits, frozen concentrated and canned juices and ades. These revised figures will be used henceforth in all tables of the regular monthly and quarterly reports, Consumer Purchases of Fruits and Juices.

REVISED DATA - TABLE A

Purchases of specified fresh citrus fruits, October 1952 through June 1954

Period	Oranges				Grapefruit				Lemons
	Total 1/	California- Arizona	Florida	Unidentified	Total 1/	California- Arizona	Florida	Unidentified	
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
1952-53									
October	1,287	1,020	131	174	496	76	192	206	219
November	2,287	947	901	385	1,130	78	581	400	193
December	3,701	1,254	1,778	564	1,447	154	817	389	199
October-December 2/	7,922	3,374	3,145	1,253	3,405	344	1,761	1,104	665
January	3,220	1,172	1,446	513	1,551	168	887	391	220
February	3,610	1,426	1,522	560	1,907	224	1,071	493	229
March	3,468	1,573	1,402	444	2,019	278	1,175	471	240
October-March 2/	19,059	7,906	7,848	2,889	9,369	1,090	5,177	2,563	1,412
April	3,380	1,633	1,281	444	1,684	225	981	408	254
May	2,946	1,478	1,081	382	1,317	203	695	361	322
June	2,336	1,476	587	301	625	178	269	157	575
October-June 2/	28,352	12,824	11,018	4,091	13,204	1,718	7,229	3,555	2,688
July	1,656	1,232	243	223	278	122	69	84	616
August	1,673	1,314	168	216	233	121	48	58	552
September	1,543	1,271	115	176	193	89	32	72	351
Season 2/	33,655	16,991	11,587	4,756	13,943	2,072	7,382	3,780	4,337
1953-54									
October	1,885	1,317	267	242	836	113	357	332	274
November	2,626	1,226	1,001	333	1,411	114	749	477	213
December	3,459	1,227	1,578	540	1,688	168	972	436	232
October-December 2/	8,552	3,999	3,141	1,215	4,331	436	2,284	1,377	774
January	3,383	1,236	1,529	514	2,092	220	1,155	570	223
February	3,702	1,307	1,671	619	2,382	249	1,289	673	246
March	3,808	1,245	1,921	540	2,579	274	1,517	615	278
October-March 2/	20,371	8,128	8,679	3,034	12,027	1,258	6,596	3,408	1,591
April	3,096	1,061	1,537	418	2,122	272	1,233	510	321
May	2,585	1,010	1,166	357	1,561	202	834	472	352
June	1,632	763	600	257	826	143	379	284	706
October-June 2/	28,215	11,167	12,220	4,146	16,858	1,925	9,205	4,773	3,073

1/ Includes small purchases of Texas fruit.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

National Consumer Panel of Market Research Corporation of America.

REVISED DATA - TABLE B

Purchases of specified canned juice, October 1952 through June 1954

Period	Orange	Grapefruit	Orange- grapefruit blend	Lemon	Grape	Pineapple	Prune	Tomato	Total all juices 1/
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/
	cases 2/	cases 2/	cases 2/	cases 2/	cases 2/	cases 2/	cases 2/	cases 2/	cases 2/
1952-53									
October	1,306	988	413	46	180	1,386	451	1,495	6,901
November	1,341	864	361	41	190	1,279	403	1,666	6,832
December	1,227	787	303	35	171	1,197	378	1,554	6,271
October-December 3/	4,144	2,846	1,159	131	563	4,122	1,329	5,095	21,588
January	1,422	999	379	40	217	1,360	386	1,741	7,223
February	1,634	903	415	32	209	1,550	446	1,763	7,707
March	1,340	829	375	38	225	1,289	458	1,849	7,178
October-March 3/	8,943	5,783	2,423	251	1,277	8,628	2,736	10,894	45,494
April	1,332	695	323	35	244	1,245	495	1,877	6,975
May	1,368	756	352	49	251	1,233	426	1,964	7,097
June	1,364	978	353	112	284	1,319	439	2,001	7,564
October-June 3/	13,322	8,395	3,543	462	2,110	12,726	4,177	17,170	68,789
July	1,263	894	322	140	287	1,287	406	1,834	7,071
August	1,344	803	329	106	265	1,192	427	1,709	6,795
September	1,192	677	240	74	244	1,281	461	1,557	6,296
October-September 3/	17,441	10,971	4,509	806	2,978	16,772	5,570	22,665	90,577
1953-54									
October	1,155	764	295	45	218	1,323	530	1,904	6,824
November	1,128	721	233	39	181	1,195	494	1,845	6,475
December	1,087	695	314	37	210	1,121	443	1,775	6,328
October-December 3/	3,618	2,323	914	130	652	3,887	1,603	5,945	21,101
January	1,285	804	300	40	188	1,214	534	2,050	7,074
February	1,391	880	294	46	175	1,128	502	2,098	7,188
March	1,203	1,041	262	43	205	1,139	541	1,896	7,058
October-March 3/	7,832	5,306	1,852	263	1,267	7,622	3,297	12,522	44,255
April	1,225	884	310	50	213	1,009	504	2,024	6,904
May	1,133	845	274	57	222	988	447	1,937	6,596
June	1,149	913	329	111	302	1,124	410	2,029	7,046
October-June 3/	11,667	8,119	2,825	499	2,072	11,007	4,766	19,001	66,467

1/ Includes other canned single-strength juices.

2/ Equivalent cases of 24 No. 2 cans-432 ounces per case.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

National Consumer Panel of Market Research Corporation of America.

REVISED DATA - TABLE C

Percentage of all families buying specified fresh citrus fruits, October 1952 through June 1954

Period	Oranges				Grapefruit				Lemons
	Total 1/	California- Arizona	Florida	Unidentified	Total 1/	California- Arizona	Florida	Unidentified	
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
1952-53									
October	27.9	20.5	3.7	7.0	15.2	2.5	6.0	7.8	18.3
November	41.2	17.8	18.4	12.5	24.8	2.7	12.3	11.0	16.7
December	56.5	24.4	26.5	15.0	26.6	3.5	14.5	9.5	18.5
January	49.7	24.1	21.7	13.6	27.6	3.4	15.3	9.4	18.2
February	52.7	24.6	23.1	15.3	30.8	4.4	17.0	11.0	19.4
March	52.1	27.1	21.5	12.7	31.6	5.1	17.5	10.8	20.4
April	48.5	27.1	19.5	11.7	27.3	4.1	15.1	9.9	21.2
May	46.4	26.8	16.6	10.7	23.2	4.1	12.4	8.4	24.2
June	40.1	27.7	10.7	9.2	14.7	4.8	5.8	5.2	34.4
July	32.1	25.7	4.9	6.7	7.2	3.4	1.8	2.9	35.5
August	30.4	26.3	3.3	7.1	6.5	3.6	1.0	2.3	33.1
September	28.6	24.9	2.7	5.8	6.5	2.7	1.5	3.0	26.9
1953-54									
October	33.8	25.5	7.4	8.1	21.7	3.0	9.7	10.4	21.0
November	42.8	23.8	18.6	9.6	29.7	3.1	15.3	12.6	18.3
December	52.5	26.5	23.3	13.9	30.8	3.5	16.6	11.0	19.7
January	50.4	25.9	22.0	14.8	33.6	3.9	18.0	12.5	20.1
February	52.8	25.7	24.4	16.2	37.4	4.2	20.6	13.4	21.2
March	52.3	24.8	26.1	13.8	38.9	4.8	22.5	13.1	21.4
April	46.8	23.4	22.5	11.0	33.8	4.3	19.7	11.3	25.5
May	41.9	23.1	17.9	10.2	28.2	3.6	15.2	10.2	25.2
June	32.0	19.9	11.2	7.6	17.5	3.6	8.2	6.8	38.5

1/ Includes those families purchasing Texas fruit.

National Consumer Panel of Market Research Corporation of America.

REVISED DATA - TABLE D

Percentage of all families buying specified canned single-strength juices, October 1952 through June 1954

Period	Orange	Grapefruit	Orange- grapefruit blend	Lemon	Grape	Pineapple	Prune	Tomato	Total all juices 1/
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
1952-53									
October	14.4	9.7	4.7	2.5	4.6	16.6	6.7	19.4	52.4
November	14.5	9.8	4.5	2.4	5.0	16.1	6.4	20.4	53.7
December	13.4	8.7	3.8	2.4	4.7	14.6	6.2	19.2	50.7
January	14.8	10.1	4.5	2.7	5.5	15.9	6.0	22.0	54.1
February	16.4	9.4	4.4	2.3	5.3	17.2	6.8	22.5	56.1
March	14.1	9.1	4.5	2.3	5.6	15.1	6.7	23.1	54.2
April	13.7	7.9	3.6	2.2	6.0	15.6	6.9	22.6	53.7
May	14.5	8.5	4.1	2.8	6.1	15.8	6.1	22.7	54.1
June	14.5	9.7	4.3	6.6	7.2	16.6	6.3	22.9	57.7
July	13.9	9.6	3.8	6.9	7.8	15.9	5.6	21.3	55.3
August	14.6	9.4	4.2	5.7	6.5	15.6	6.5	21.8	54.7
September	12.2	8.7	3.4	4.6	5.7	16.1	6.9	19.3	52.5
1953-54									
October	11.9	9.4	4.1	2.7	4.9	16.5	7.8	21.4	51.9
November	12.6	8.6	3.5	2.4	4.1	15.4	7.4	21.8	52.8
December	11.8	8.1	3.7	2.5	5.3	14.5	7.1	21.4	52.0
January	12.6	9.1	4.1	2.5	4.3	15.6	7.7	24.6	54.2
February	13.4	9.2	3.6	2.6	4.5	14.5	7.6	23.5	53.8
March	12.7	9.8	3.4	2.6	5.3	15.1	8.0	22.6	53.3
April	12.1	9.3	3.7	3.0	4.8	13.3	7.4	23.1	52.7
May	11.7	8.6	3.4	3.5	5.8	12.6	6.7	22.1	51.4
June	12.1	9.4	4.2	6.1	7.1	14.5	6.7	21.7	55.2

1/ Includes other canned single-strength juices.

National Consumer Panel of Market Research Corporation of America.

REVISED DATA - TABLE E

Purchases of frozen concentrated juices and ades, October 1952 through June 1954

Period	Frozen concentrated juices			Frozen concentrated lemonade	Shelf-pack orangeade	Single-strength orangeade
	Orange	Grape	Total frozen 1/ concentrated juices			
	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 cases 2/
1952-53						
October	3,476	148	3,793	167	3/	3/
November	3,528	140	3,868	115	3/	3/
December	3,445	152	3,793	80	3/	3/
October-December 4/	11,242	464	12,324	379	739	737
January	3,705	173	4,159	80	3/	3/
February	3,786	183	4,138	94	3/	3/
March	3,914	250	4,371	116	3/	3/
October-March 4/	23,665	1,118	26,029	689	3/	3/
April	3,559	193	3,915	159	257	319
May	3,830	219	4,272	350	229	321
June	4,098	292	4,597	1,096	328	372
October-June 4/	36,031	1,876	39,791	2,436	5,890	5,109
July	3,954	329	4,509	1,630	302	406
August	3,770	340	4,323	1,204	352	481
September	3,767	341	4,327	763	283	390
October-September 4/	46,479	2,961	54,050	6,353	5,978	5,138
1953-54						
October	3,688	242	4,161	267	146	336
November	3,584	252	4,054	162	100	295
December	3,629	239	4,074	102	88	274
October-December 4/	11,718	795	13,216	559	361	966
January	4,189	261	4,663	121	137	254
February	4,840	232	5,292	114	193	272
March	4,893	292	5,391	139	182	317
October-March 4/	26,981	1,635	30,015	956	884	1,922
April	4,570	309	5,081	230	147	285
May	4,339	323	4,863	514	200	350
June	4,407	333	4,987	1,638	268	464
October-June 4/	41,393	2,692	46,185	3,540	1,544	3,150

1/ Includes purchases of grapefruit, orange-grapefruit blended, and other frozen concentrated juices.

2/ Equivalent cases of 24 No. 2 cans—432 ounces per case.

3/ Data not available.

4/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

5/ Total for respective quarter rather than season-to-date.

National Consumer Panel of Market Research Corporation of America.

REVISED DATA - TABLE F

Percentage of all families buying specified frozen concentrated juices and ades, October 1952 through June 1954

Period	Frozen concentrated juices			Frozen concentrated lemonade	Shelf-pack orangeade	Single-strength orangeade
	Orange	Grape	Total frozen 1/ concentrated juices			
	Percent	Percent	Percent	Percent	Percent	Percent
1952-53						
October	26.4	2.8	28.6	2.5	2/	2/
November	26.2	2.8	28.3	2.0	2/	2/
December	25.7	3.0	27.8	1.4	2/	2/
January	26.3	3.4	28.6	1.5	2/	2/
February	27.1	3.5	29.5	1.7	2/	2/
March	27.4	3.9	29.9	1.7	2/	2/
April	26.2	3.6	28.7	2.2	2.4	2.8
May	26.8	4.0	29.5	5.3	2.7	3.4
June	29.1	4.9	32.1	13.0	3.9	3.7
July	30.3	6.0	33.6	17.2	4.2	4.0
August	30.4	6.0	33.7	14.2	3.5	4.4
September	29.5	5.8	32.9	11.1	3.0	3.6
1953-54						
October	28.1	4.6	31.4	4.4	1.7	2.9
November	27.6	4.3	30.7	2.7	1.1	2.8
December	27.6	4.1	30.6	1.8	1.2	2.6
January	28.1	4.2	30.7	2.0	1.5	2.5
February	30.8	4.1	33.8	2.0	1.8	2.6
March	31.3	4.4	33.7	2.3	1.3	2.7
April	30.8	4.9	33.5	3.8	1.8	2.7
May	29.0	5.4	32.2	7.0	2.2	3.3
June	31.4	6.1	35.1	17.7	3.3	4.3

1/ Includes purchases of grapefruit, orange-grapefruit blended, and other frozen concentrated juice.

2/ Data not available.

National Consumer Panel of Market Research Corporation of America.

